

For Immediate Release
December 11, 2012

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Media Advisory

Mayor Barrett, Common Council President Hines Join Fire Chief Rohlfing to Highlight Importance of Smoke Alarms and Announce New City Ordinance

Who: Milwaukee Mayor Tom Barrett
Common Council President Willie Hines
Fire Chief Mark Rohlfing
Safe Kids Wisconsin
Kidde

What: Press event on smoke alarm safety and announcement of a city ordinance relating to installation and replacement requirements for smoke alarms in residential buildings.

Smoke alarms are currently required in all residential buildings and this ordinance provides that upon replacement of existing alarms, residents must use sealed-unit, 10-year battery powered smoke alarms.

When: Thursday, December 13, 2012 at 11 a.m.

Where: The Home Of Ms. Bennie Cross-Gill
2824 N. 24th Place
15th District

Why: City leaders will highlight the importance of operable smoke alarms and a new city ordinance which requires all smoke alarms installed in the city of Milwaukee to be powered by a 10-year sealed battery unit effective June 1, 2013. Residents will have a 5-year grace period to comply with the technology update. As part of the announcement, Kidde will be donating 200 of its smoke alarms with sealed 10-year lithium batteries to the Milwaukee Fire Department.

According to the National Fire Protection Association:

- Home fires and home fire deaths are more prevalent during winter months than in any other season. This is due in large part to heating equipment, which is the second most common cause of home fire fatalities according to the National Fire Protection Association (NFPA), in addition to cooking and candles.
- Of all home fire deaths, two-thirds occur in homes with either no smoke alarm or no working alarm. **In the City of Milwaukee, evidence exists that indicate 75% of fire deaths have been due to lack of working alarms due to dead or missing batteries.**
- Smoke alarms should be replaced every 10 years. Many smoke alarms in homes today have outlived their suggested life and should be replaced.
- Nearly 20 percent of all homes in the U.S. have smoke alarms that don't work due to age or dead/missing batteries.

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